

ORDER



WAVY

Orders
Order / Rev: 219047
Alt Order #:
Product Desc: 11/2-11/6 ALLEN FOR SENATE
Estimate:
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 11/01/12 / 11/05/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Smart Media Group
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Allen for Senate (R)
Demographic: A35+
Product Codes: PL5
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	42	\$7,280.00	\$6,188.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	42	\$7,280.00	\$6,188.00	0.00
Totals	42	\$7,280.00	\$6,188.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	11/02/12	11/02/12	WAVY News @ Sunrise	CM	5a-6a	----F--	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				WAVY News @ Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$300.00		0.00			
N 2	WAVY	11/02/12	11/02/12	WAVY 6AM News	CM	6a-7a	----F--	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
				WAVY 6AM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$700.00		0.00			
N 3	WAVY	11/02/12	11/02/12	Today Show M-F	CM	7a-9a	----F--	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
				Today Show M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$700.00		0.00			
N 4	WAVY	11/02/12	11/02/12	Today Show 2	CM	9a-10a	----F--	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				Today Show 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$300.00		0.00			
N 5	WAVY	11/02/12	11/02/12	Today Show 3	CM	10a-11a	----F--	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
				Today Show 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$250.00		0.00			
N 6	WAVY	11/02/12	11/06/12	Hampton Roads Show	CM	11a-12p	MT--F--	:30	1	\$75.00	P4	0.00	NM	6	\$450.00
				Hampton Roads Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$75.00		0.00			

Order / Rev: 219047
 Alt Order #:
 Flight Dates: 11/02/12 - 11/06/12

Advertiser: POL/Allen for Senate (R)
 Product Desc: 11/2-11/6 ALLEN FOR SENATE
 Estimate:
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WAVY	11/02/12	11/06/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	MT--F--	:30	1	\$75.00	P4	0.00	NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	MT-----		4				\$75.00		0.00			
N 7	WAVY	11/02/12	11/06/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M--F--	:30	1	\$125.00	P3	0.00	NM	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		3				\$125.00		0.00			
	Week:	11/05/12	11/11/12	M-----		3				\$125.00		0.00			
N 8	WAVY	11/05/12	11/05/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$300.00		0.00			
N 9	WAVY	11/02/12	11/06/12	M-F 2-3p The Doctors	CM	2-3p	M--F--	:30	1	\$75.00	P4	0.00	NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		3				\$75.00		0.00			
	Week:	11/05/12	11/11/12	M-----		3				\$75.00		0.00			
N 10	WAVY	11/02/12	11/06/12	M-F 3-4p Maury Povich	CM	3p-4p	M--F--	:30	1	\$125.00	P3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		3				\$125.00		0.00			
	Week:	11/05/12	11/11/12	M-----		2				\$125.00		0.00			
N 11	WAVY	11/02/12	11/06/12	M-F 4-5p M-F 4-5p	CM	4p-5p	M--F--	:30	1	\$175.00	P3	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		2				\$175.00		0.00			
	Week:	11/05/12	11/11/12	M-----		2				\$175.00		0.00			
N 12	WAVY	11/03/12	11/03/12	Today Show Sa Today Show Saturday	CM	8a-10a	-----S-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$300.00		0.00			
N 13	WAVY	11/03/12	11/03/12	Sa 7-8p Sa 7-8p	CM	7p-8p	-----S-	:30	1	\$175.00	P3	0.00	NM	3	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$175.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WAVY	10/29/12-11/04/12	Sa 7-8p		7p-8p	-----Sa--	:30		(\$175.00)		0.00	NM		
	See MG 13.2,13.3,13.4 [Sports Ran Over]														
	2	NAVY	11/06/12-11/06/12	WAVY News 10 @ Noon		12p-1p	-T-----	:30		\$125.00		0.00	NM		
	Ⓜ MG for 13.1 11/03 [Makegood]														
	3	NAVY	11/06/12-11/06/12	WAVY Early Today News		430-5a	-T-----	:30		\$40.00		0.00	NM		
	Ⓜ MG for 13.1 11/03 [Makegood]														
	4	NAVY	11/06/12-11/06/12	Early Today Show		4-430a	-T-----	:30		\$10.00		0.00	NM		
	Ⓜ MG for 13.1 11/03 [Makegood]														
N 14	WAVY	11/03/12	11/03/12	Sat Prime Other 3 Sat Prime Other 3	CM	9-11p	-----S-	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		2				\$300.00		0.00			
N 15	WAVY	11/03/12	11/03/12	SNL Saturday Night Live	CM	1130p-103a	-----S-	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$600.00		0.00			
N 16	WAVY	11/02/12	11/02/12	WAVY Early Today News WAVY News @ 430a	CM	430-5a	----F--	:30	2	\$40.00	P4	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 219047
 Alt Order #:
 Flight Dates: 11/02/12 - 11/06/12

Advertiser: POL/Allen for Senate (R)
 Product Desc: 11/2-11/6 ALLEN FOR SENATE
 Estimate:

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N16	WAVY	11/02/12	11/02/12	WAVY Early Today New6M WAVY News @ 430a	CM	430-5a	----F--	:30	2	\$40.00	P4	0.00 NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	----F--		2		\$40.00		0.00				
Totals													42	\$7,280.00